

**Media/Marketing
OUTCOMES / TRACKING MARKETING RESULTS**

Please provide specifics when answering the following detailed questions.

1. Did you perceive the media plan provided by Communications Department to be successful? (Can you rate its success, i.e. Very good, good, mediocre, etc.).

2. Did the media/marketing plan successfully meet your goals and objectives?

3. Do you have any research or tracking data regarding the results or outcomes of any media plans or campaigns that you have done in the past? How about research regarding the plan provided by Communications Department?

4. If applicable, please compare with previous media/marketing plans and state how well this plan worked compared to previous plans.

5. Which medium do you feel best achieved your goals for the campaign? (For example, newspaper ads provided more responses than radio ads).

6. Which outlet within each medium do you feel was best suited for this campaign? (For example, WEDR provided more responses than WHQT or *Diario las Americas* was more useful than *El Nuevo Herald*):

7. Were any of your press releases or media advisories published or aired by the media, and, if so, which ones and by which media outlet?

8. Any additional thoughts including what you think can be done differently the next time you need this type of campaign.
